



## NEW MEDICARE B COMMUNICATIONS SYSTEMS REVOLUTIONIZE PROCESS AND PRODUCTIVITY

The introduction of two new innovative communications systems has revolutionized the way inquiries are handled by Medicare B Communications and the result is a dramatic increase in productivity.

The first innovation is an on-line computer system that enables each Correspondence Analyst and Customer Service Representative to handle all types of inquiries, letter writing, research and claim adjustments right at their desks through a computer terminal.

The purpose for implementing this system was to develop "paperless processing" and "centralized research" capabilities.

The new system was installed February 4, 1980, after nearly 20 months of specification writing and system development. The end result is one of the most sophisticated and efficient inquiry processing systems in the nation. It is the only system of its kind

Representatives. This system also has a Data General CRT — or visual display terminal — which can display or print at any given time the following information: number of calls received, answered, or abandoned, abandoned percentage, average talk time, calls received every 15 minutes, and other information.

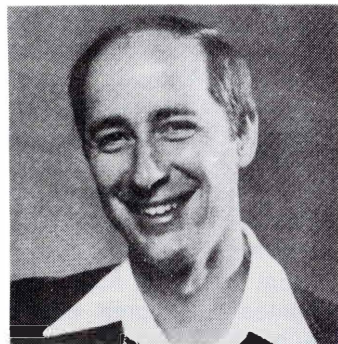
The Florida Plan's was the first Rolm Automatic Call Distributor among Blue Cross and Blue Shield Plans throughout the country. Since installation, the calls handled per Customer Service Representative per day has increased from 75 to 95, a 27% productivity increase.

This system also includes a monitoring unit, and it is used to monitor about 3% of a Customer Service Representative's calls for quality.

Personnel who helped develop the on-line written system were: Don Mixon, Cathy Shane, Jeff Hinson,

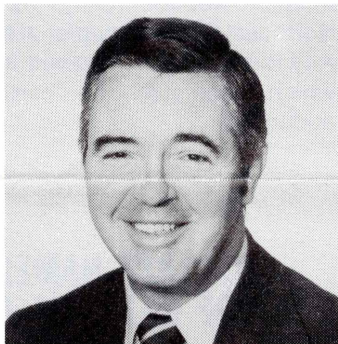
## PRALLE NAMED VICE PRESIDENT — SALES

**Bob Pralle** has been named Vice President - Sales, effective December 1. In his new position, Mr. Pralle will be responsible for all field sales activities and operations, and will report directly to Marvin Zima, Senior Vice President — Marketing. Mr. Pralle joined the Florida Plan 10 years ago as a Sales Representative in the Gainesville office and won the President's Club sales honors for three years. He was later promoted to District Manager in the Jacksonville, and the Gainesville offices, and was previously Central Regional Manager.



## CUNNINGHAM APPOINTED VICE PRESIDENT IN RECENT REORGANIZATION

**Bob Cunningham**, former Manager — Employee Relations for General Electric's Corporate Consulting Services Division, was recently named to head the new Corporate Research and Industrial Relations Division of Blue Cross and Blue Shield of Florida, Inc. He will report directly to the President.



Creation of the new Division, and the subsequent appointment of Mr. Cunningham as its head, came about after a thorough review of the Plan's new organization indicated a need for additional management assistance. According to Mr. Flaherty, the company's increased activity and involvement in new areas such as commercial real estate, new product development (and its associated systems), and the need for more comprehensive information to guide our long-term decision-making have made these organization changes necessary.

Reporting to Mr. Cunningham will be Philip Kenny, Vice President - Human Resources, who will be responsible for the operation of the Human Resources Division. Future appointments are expected in the Corporate Research area.

## STEWART APPOINTED SOUTHERN REGIONAL MANAGER

Marvin Zima, Senior Vice President — Marketing, has announced the appointment of **Donald Stewart** to Southern Regional Manager, effective November 17. He'll be responsible for sales and operations in the Southern Region, which includes the Ft. Lauderdale and Coral Gables District Offices.

Mr. Stewart's background includes 18 years with other Blue Cross and Blue Shield Plans. He began his career as a salesman for Blue Cross of Virginia and since that time has held the positions of Sales Manager, Director of Marketing, and Director of Chemical Industries in various Plans. He also has served as Regional Director of Marketing for the Blue Cross Association.



*Gisela Croft, Customer Service Representative, researches a beneficiary history using the new on-line communications system.*

among the Blue Cross and Blue Shield Plans and Medicare Part B carriers.

### The Florida Plan's unique system can:

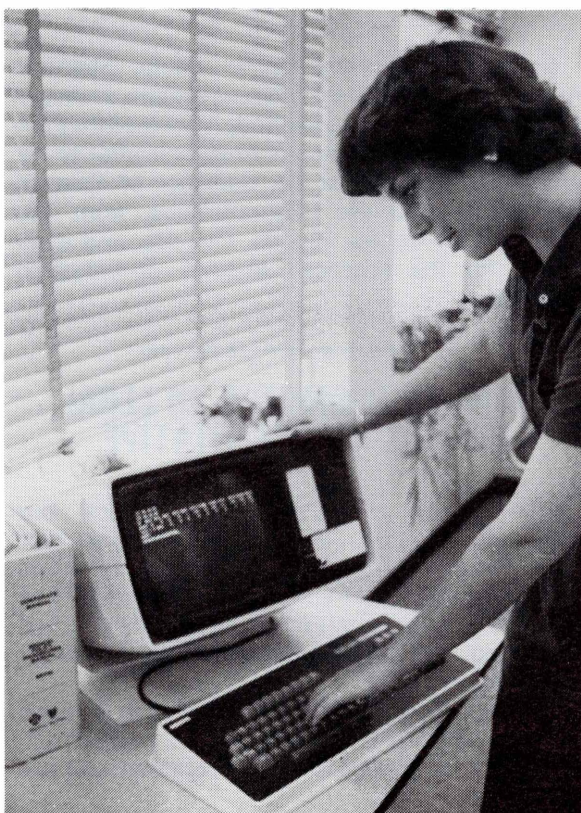
1. Write a letter on-line and have it mailed automatically or returned for proofing.
2. Automatically mail a letter on the status of a letter or on the status of all claims.
3. Acquire detailed or summary history (27 months) on-line, eliminating the need for hard-copy.
4. Automatically mail duplicate Explanation of Benefits for any claim or claims processed.
5. Access all doctor and patient files on-line.
6. Adjust payments on-line.

Before this system was installed, a Correspondence Analyst completed about 36 files per day. That figure now has increased to 54 files per day, a 50% increase in productivity. In addition, the system makes the job easier. As one analyst stated, "The answers are at your fingertips."

The second innovation began to take shape in early 1979 when Medicare B Communications faced the problem of installing state-wide toll-free telephone service for all Florida beneficiaries. Work began immediately to upgrade the level of service provided via the telephone. The first step was to evaluate different phone systems available.

In October, 1979, the Rolm Automatic Call Distributor was installed. This system, which has its own computer (Rolm MCBX), randomly receives and routes calls to the Customer Service

Representatives. Personnel who worked on acquiring and implementing the Rolm ACD were: Bill Long, Charlie Council, Tom Nicholson, Bob Nay, Larry Payne, Mike Wood, Bill Strong, and Barbara Greene.



*Barbara Greene, Supervisor, checks "up to the minute" call statistics from ROLM Computer.*



# personalities

## PURVIS APPOINTED DIRECTOR OF METHODS

J.D. Lewis, Senior Vice President — Operations, announced the appointment of **Thomas Purvis** to Director of Methods, effective December 1.

Tom's most recent position was Technical Services Coordinator for the Medicare B Division. His responsibilities encompassed the coordination of the activities leading to the procurement, contract negotiations and implementation of our Medicare B data processing system.

Tom earned his Bachelor of Industrial Engineering degree from Georgia Institute of Technology and his Master's in Business Administration from the University of North Florida.

## POWELL PROMOTED TO MANAGER OF FINANCIAL/ OPERATIONAL AUDITS

Tom Dunn, Director, Internal Audit, has announced the promotion of **Douglas Powell** to Manager, Financial/Operational Audits, effective November 24. Doug was hired in July, 1976 as a Cost Accountant in Budget and Forecast. He was promoted to Internal Auditor I almost a year later and has held various positions in Internal Audit prior to his promotion.

He is a graduate of the University of North Florida with a degree in Accounting and is a Certified Internal Auditor (CIA). As a member of the Northeast Florida Chapter of the Institute of Internal Auditors, Doug is involved in the CIA Committee which promotes the certification of internal auditors.

## WALLACE NAMED MANAGER OF NATIONAL ACCOUNTS

**Jim Wallace's** selection as Manager of National Accounts was announced by Doug Schauer, Director.

Jim has been with the Plan since 1972 and has served as Manager of Medicare B Production and Quality Control and his previous position, Direct Sales Manager.

Among his recent outstanding accomplishments are the establishment of the Contracting General Agency Program for marketing Dimension III, and enrollment of more than 10,000 contracts during the Complementary Coverage Open Season period.

## CASTRO, MAIL OPERATIONS SUPERVISOR

**Paula (Krevo) Castro's** promotion to Supervisor of Incoming Mail Operations was announced by Frazier Sinclair, Manager.

Paula was hired by the Plan in 1977 as a Documentation Specialist Senior in Technical Support. She has also held the positions of secretary in Information Operations and EDP Reports Analyst in Data Processing Research. Paula attended Florida State University and Jones College here in Jacksonville.

## TAYLOR PROMOTED TO SUPERVISOR IN ACCOUNTS RECEIVABLE

The promotion of **Dan Taylor** to Supervisor of Accounts Receivable was announced by Dave McAlee, Manager. He joined the Financial Accounting Division in 1975 and has held the positions of Junior and Senior Accountant. Dan received his BS in Accounting from Troy State University in Alabama, and is a member of the National Association of Accountants.

## HOPPER SELECTED AS MANAGER, STATE ACCOUNT

The selection of **Jim Hopper** as Manager, State Account, was announced by Tom Roberts, Vice President — National and Special Markets. This account represents approximately 10% of total private business contracts and 28% of local business contracts. The Migrant Workers Project will also be added to his responsibilities.

Jim has been with the Plan for 27 years and has more than 20 years experience in the Marketing field. In addition to several other jobs within Marketing, he has been a Branch Sales Manager and National Accounts Manager.

## MCALÉE APPOINTED FINANCIAL ACCOUNTING MANAGER

James W. Martin, Senior Vice President — Finance, has announced the appointment of **David McAlee** to Manager of Financial Accounting. He was previously a Manager in Internal Audit. "This move along with other changes made in the Division is indicative of our career path planning which includes rotation as part of management development," added Mr. Martin.

David earned his BA degree (majoring in Accounting) from Belmont Abbey College, North Carolina, and is a member of the American Institute of Certified Public Accountants and the Institute of Internal Auditors.

## SUPERVISORY PROMOTIONS ANNOUNCED IN MEDICARE B CLAIMS

The promotions of **Pam Griffin** and **Leanne King** to Supervisors in Medicare B Claims were announced by Andy DePirro, Director.

Pam first joined the Plan in 1974 as a Medicare B Claims Examiner and was later promoted to Supervisor, a position she held through May, 1979. She rejoined the Medicare B program in March, 1980 and was working as a Training Coordinator prior to her promotion.

Leanne, a certified LPN, is a five-year veteran with the corporation and was also hired as a Medicare B Claims Examiner. She joined Quality Analysis in 1978 and held the positions of Analyst and Training Coordinator. She attended the Moore General Hospital School of Nursing in Goffstown, New Hampshire.

## PECK PROMOTED TO SENIOR ANALYST

**Butch Peck's** promotion to Senior Methods Analyst was announced by Bjarne Nielsen, Manager of Manual Systems and Methods. He joined the Plan in 1974 and was a Methods Analyst II prior to his promotion. He earned his Bachelor of Science degree in Business Administration from the University of Central Florida, Orlando, and is an officer for the American Institute of Industrial Engineers.

## ADAMSON PROMOTED TO LEGAL AFFAIRS REPRESENTATIVE

Albert Celio, Director, Legal Affairs, has announced the promotion of **Clare Adamson** from Litigation Assistant to Legal Affairs Representative. Clare began working for the organization in 1976 as a Claims Examiner in FEP, then Major Medical and later held the position of Technical Writer in Marketing Support.

She attended the University of Maine in Portland for three years and received her AA degree from Florida Junior College. She is presently seeking her AS degree at FJC.

## Suggestion Award Winners



*Richard Harp, Section Leader in the Records Retention Department, accepts a \$683.00 check from Odis Powell, Director, Information Operations. Mike Jones, Manager of Micrographics and Records, is pictured at right. Richard suggested saving records retention boxes for reuse after old claims and files are destroyed.*



*Tom Roberts, Vice President — National and Special Markets, presented Mahgie Winton, second from left, and Christine Brackin their checks totaling \$220.00. Doug Schauer, Director, is at right.*

*Mahgie won \$100.00 for the dialing instructions flip chart she designed for the new telephone directory. Christine was awarded \$120.00. She suggested that a claim (Equalized National Account which has been changed to central cert) received without the contract number prefix to be suspended. The prefix is then added to the contract number and the claim is reentered for proper processing. This virtually eliminates review of the claim and problems for the subscriber.*



*Andy DePirro, Director of Medicare B Claims, and Laura Rountree, Assistant Manager of Quality Analysis, announced the presentation of the most outstanding trainee awards to Gene Jacobs and Deborah Chandler from the recent Medicare B training class. From left, Debbie Richardson, instructor; Gail Harris, Supervisor; Gene, Deborah, Andy, Laura; Angie Cullimore, Supervisor; and Leanne King, instructor.*

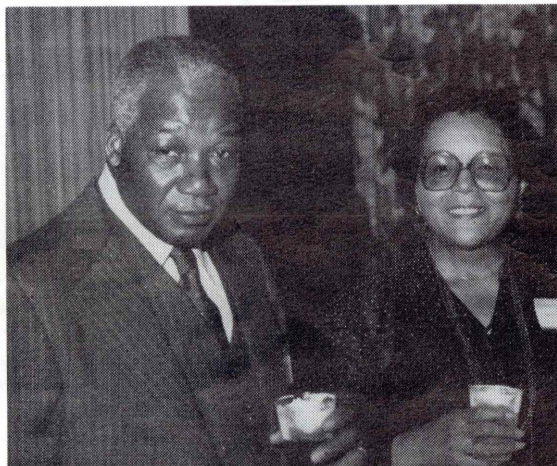
## GRAY MADE SUPERVISOR IN TELECOMMUNICATIONS

**Jim Gray's** promotion to Medicare B Telecommunications Supervisor was announced by Larry Payne, Manager. Prior to his promotion, he was Employees' Club Coordinator in the Personnel Department. Jim is a graduate of the University of Florida with a degree in Physical Education.





H.A. Schroder



Jesse Perry & Mattie Albertie



Eleanor & Mel Snead

## GONE, BUT NOT FORGOTTEN

Certainly not forgotten!

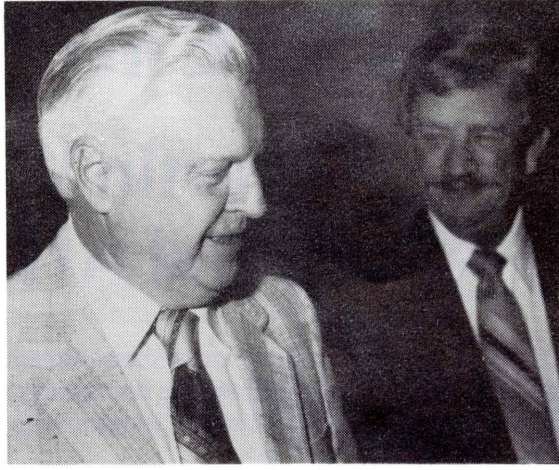
That's what several former Florida Plan employees learned at a recent dinner held by the company in their honor. On November 14 more than 150 of the Plan's long service employees gathered in the third floor cafeteria for an evening that turned out to be both entertaining and educational.

Billed primarily as a social event, the evening included good food, good drink, and a new and entertaining multi-image slide show produced by our Marketing Department entitled "The Blue Cross and Blue Shield Story."

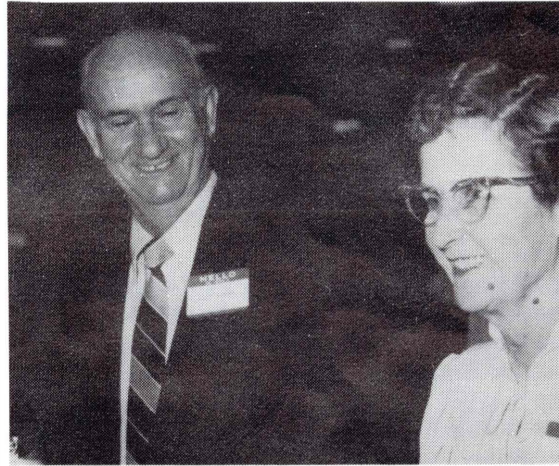
One of the purposes of this get-together, according to Phil Kenny, Vice President — Human Resources, was to provide an opportunity for former employees to learn what has been happening with the company during the past few years, to meet many of the new officers, and discuss plans for the organization during the next decade. "We wanted to be able to report on the exciting changes that have been taking place in the company, and provide an opportunity for renewing old friendships," added Mr. Kenny.

And yes, many old friendships were renewed, including one between two former Plan presidents, J. W. Herbert and H. A. Schroder, both of whom enriched the occasion with their presence.

It appears after all that not only are our retirees not forgotten, they're not gone either. They're still around benefiting the Plan's future with their knowledge and experience.



From left, J.W. Herbert & Jim Tuck, Sr.



Cecil & Wilma Rivers



From left, W.R. Skelley, Rose & John Finn, and Dr. Richard Dever.



President Flaherty

# WORK SMARTER NOT HARDER

## 10 WAYS TO USE YOUR TIME BETTER AND GET MORE DONE

"Most people waste 80 percent of their time even though they seem to be perpetually busy. By trying to do too many things that don't matter, they lead cluttered lives. They can't understand why there isn't any time left for the things they'd really like to do," says Alan Larkein, author of *"How to Get Control of Your Time and Your Life."*

When you stop to analyze the situation, you find there is a lot less time available for work than you probably think there is. According to a life insurance management study, work consumes only a small portion of the average person's lifetime.

Sleeping, eating, dressing and undressing accounts for about 11 hours a day or 45.8 percent of the time. Commuting to and from work, to the store, visiting and errands takes about two hours per day, of 3.8 percent of the time.

Leisure time gobbles up 34.8 percent of our time. So the result is a measly 15.6 percent of our time left for work, assuming we're fully employed.

There's no way you can suddenly absorb and practice all the ideas presented here, but those ideas which are appropriate or which relate to your work can be mastered one at a time.

The ideas presented here have worked for some people in some jobs at some times. Many may not suit your style or personality. Some may not suit your type of work. Some may even be forbidden by your boss. But it is possible for everyone to have some control over his or her working environment. Once you start exercising this control, it becomes easier to achieve what you want to achieve in your daily affairs and in your life-long goals.

### 1. TELEPHONE SMARTER

Use the telephone whenever you're tempted to write a memo or a letter. The paper work itself rarely

represents the actual achievement you're striving to reach. If you need to communicate with more than one person, ask the first person you call to inform the others.

Do your telephoning all at once. If someone takes your calls, request that person to take a "call back" so you may use one chunk of your time as telephone time only.

### 2. CORRESPOND WISER

Scribble replies to correspondence on the bottom of the letter and return it to the sender. Answer memos and letters immediately while the subject is fresh in your mind. If more information is needed, pass it along and keep it moving ahead.

Get off all those correspondence and circulation lists as much as possible. Skim the essentials and avoid the rest. Throw out clutter every day to keep your desk free of the things not needed there.

### 3. SET ASIDE NON-INTERRUPTED TIME

Block out a large chunk of your day for those important and time-consuming tasks. Don't allow interruptions of any sort. At first your fellow workers may resent your unavailability but they'll soon get used to it. Use this time for those high priority jobs.

Learn to say no to those projects not directly related to the key objectives of your job. If "no" sounds too harsh, just say, "I'm busy now, but perhaps we could talk about it at some future time." Chances are you won't hear about it again.

Learn to ignore trivial requests as much as possible. Many times experts suggest you put all "trivial" requests into a file which you look at only once each week. When that day comes, see if any of the requests need attention. It's amazing how many things don't need to be done at all. Of course this

would be dangerous if you don't know what is or what isn't important.

Discover what your prime time is — that is the time you do your best work when your energy level is the highest. This may be early morning or late afternoon. Use THIS time effectively. Be sure you spend it on high priority work and not activities like reading mail or returning phone calls. Save those chores for non-prime time hours.

### 4. AVOID MEETINGS

Dr. Alec Mackenzie, author of *The Time Trap*, has concluded meetings are one of the top 15 time wasters in 14 countries. If you must go to meetings, make sure there is an agenda and scheduled completion time, then arrange to have a co-worker call you when the meeting time is up so you will have a pretext for leaving.

Some experts suggest most meetings could be conducted more effectively standing up.

### 5. MAKE A TIME LOG

Nearly all the time experts agree that using time better is planning it. List all the things you have to do and how much time you can spend on it, then tackle it with a sense of urgency, in order of importance, with the "have-to's" first and the "want-to's" next. Use one pocket-size notebook that keeps everything in one place rather than separate reminders which clutter and get lost.

### 6. KNOW YOUR LIFETIME GOALS

Do some soul searching. Until you set priorities for your total life, how can you know how to best use every hour, every day? Once you figure out what you want, then figure out how to get it. Then do it — don't procrastinate.



# Employees' Club News

## Paul Martin Wins Top Honors At Annual Arts & Crafts Show

The 12th annual Arts and Crafts Show sponsored by the Employees' Club was held November 3 on the third floor with 250 entries competing for ribbons and "Best of Show." According to **Anna Tyner**, Chairwoman of the show, judging was done by outside professionals in their fields who graciously gave of their time.

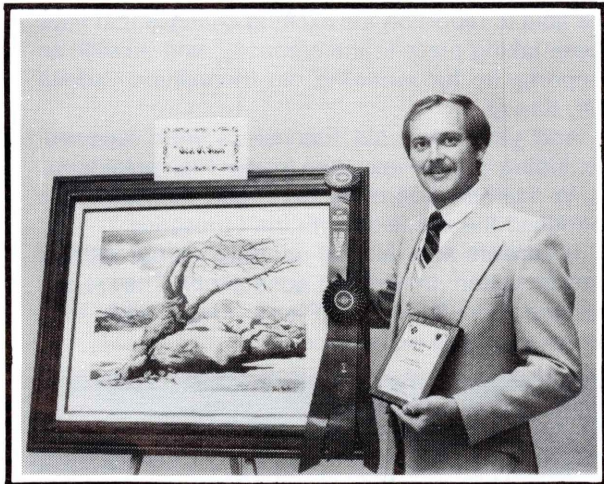
The "Best of Show" plaque was presented to **Paul Martin** for his watercolor painting, "After The Storm." Ribbons were awarded first, second, and third place winners, plus honorable mention.

Special thanks go to Anna for her work in carrying out this very successful show and to her Support Committee whose members included: **Sharon Hill, Brenda Guy, Donna Guy, Debbie Barfield, Sharon White, and Mary Mitchell**. Thanks are also extended to the employees who contributed their time, help, and talent to make this year's show a success.

### SECOND PLACE

Pat Ainsley  
Alvin Battle  
Myra Bootz  
Christine Brackin  
Judy Brazile  
Scott Bushnell  
Sally Butler  
Thelma Cullipher (3)  
Quentin Edwards  
Eunice Grant  
Marlene Greek (2)  
Opal Harmless  
Mary Lou Hershberger  
Ron Hope  
Connie John (2)  
Maureen Lambert

Paul Martin  
Ann McKinnes  
Sarah Odol  
Vickie Parham  
Jeanne Pendarvis  
Wanda Prentice  
Mary Ann Price  
Teri Renfro  
Vickie Robie  
Allison Rose  
Anita Stombock (2)  
Pat Trock  
Anna Tyner (2)  
Delores Williams  
Teresa Williams



Paul Martin won the "Best of Show" plaque for his watercolor painting, "After The Storm."



**FIRST PLACE WINNERS**, seated from left, **Thelma Cullipher, Janice Wynne, Elaine Riegler, Valarie Dexterhouse, Anna Tyner, Sandra Reber, Patricia Ainsley, Kathy Forrester, and Anita Stombock**. Second row, from left, **Myra Bootz, Pat Smith, Betty Eller, Vondalee Kennedy, Carwyn Romy, Jeanne Pendarvis, Vickie Parham, Yarian Hathcox, Patricia Simmons, Belinda Simmons, Maureen Lambert, and Scott Bushnell**. Back row, from left, **Paul Martin, Vickie Robie, Wanda Prentice, Ron Hope, Quentin Edwards, Teri Renfro, Debbie Akins, and Mary Ann Price**.

(continued from page 3)

### 7. COLLECT ONLY THE NEEDED INFORMATION

Decision making is not doing research but choosing amongst alternatives. Collect only as much information as you really need to make a choice. Then make your own decision without asking for advice from others.

### 8. DON'T PLAN TO WORK EVENINGS AND WEEKENDS

Sometimes, you just can't avoid it, of course. However, many people plan on this time to do extra work to get their job done. By telling yourself in advance that you won't stay in late or take work home may help develop that essential sense of urgency during the regular work day.

### 9. WORK SMALLER IN A CRISIS

When things get out of control and you can't see your way through the maze, regain control by planning and working to smaller and smaller units of work until control is regained.

### 10. DON'T BE A PERFECTIONIST IN EVERYTHING

Remember, "enough is enough." Sometimes you just have to accept the "quick and dirty" solutions.

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## BURNSED AND SIMS TOURNAMENT CHAMPIONS

Brewmaster's was the site of the annual golf league banquet held on November 11, with guest speaker Boots Farley, resident pro at the Ravines Country Club. Trophy winners are pictured below.



Front row, from left, **Johnny Rhoden and Gene White** (second place tournament champions), and **Bill Sims and J.D. Burnsed** (tournament champions). Second row, from left, **Wayne Gaff** (second place, Flight A), **Jim Kelly** (first place, Flight A), **Dennis Peters** (second place, Flight B), and **Rick Kibler** (second place, Flight A). Not pictured are **Kevin Hursey** (second place, Flight B), and **Ted Hedrick** (first place, Flight A).

## Employee Of The Week



Week of 10/17  
**Susan Demers**  
Theater Tickets



Week of 10/31  
**Dinah Rosenbarker**  
Camera



Week of 11/7  
**Georgia Perry**  
Theater Tickets



Week of 11/14  
**Ann Powers**  
McDonald's Gift Cert.



Week of 11/28  
**Sue Ashley**  
\$18 Gift Cert.

### NOT PICTURED

Week of 10/3  
**Kathy Shaneyfelt**  
Two Dinners

Week of 10/10  
**Edith Mehrtens**  
Theater Tickets

Week of 10/24  
**Kathy Robinson**  
McDonald's Gift Cert.

Week of 11/21  
**Elisa Garcia**  
Candlesticks



## "OOH — LA — LA"

...was one of the biggest hits at the sixth annual Variety Show to benefit Toys for Tots. Sponsored by the Employees' Club, this "standing room only" event was held once again at the Civic Auditorium Little Theater on December 6. The toys were donated to the Marine Reserve for needy children in the city.

One of the highlights of the show was the presentation of a plaque to the Director, **Tina Henault**, in appreciation for all the hard work she has put into the variety show each year. The show was produced by **Linda Duncan**; Stage Manager was **Sharon White**; **Myrna Vickery** was Cast Coordinator; Assistant Choreographer, **Suzanne Bradley**; Pianist, **Joan Pausche**; and special thanks goes to the Robot, **Levi Boree**.

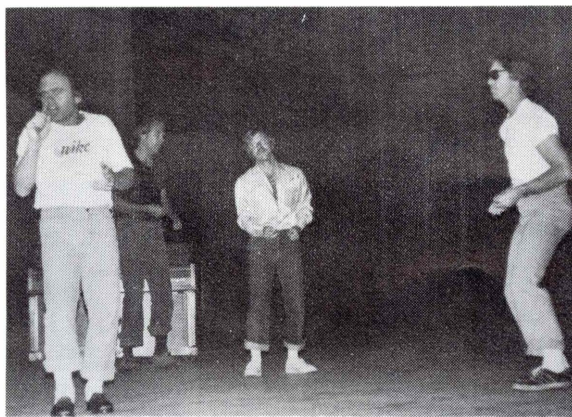
**Jeff Clyatt, Jim Gray, Mark Hughes, Mike Jones, Jimmy Kelly, and Johnny Rhoden** performed as "Ooh-la-la," singing several songs including "Heartbreak Hotel," which brought the house down. Cast members also performed individual and group acts in addition to other performances by **Reba Thomas, the Master Gees, Pat Hardin, Danny Smith, Chuck Wilson, Joan Pausche, and Claudia Holland**.

Congratulations to all the participants who, through hard work, dedication, and rehearsals, made possible the production of this successful show obviously appreciated by an enthusiastic and responsive audience.

### The Cast

Ram Aldrich  
Billy Barnes  
Don Boyle  
Suzanne Bradley  
Dorlene Brown  
Beth Burlson  
Al Dachenhausen  
Linda Duncan  
Tina Henault  
Alma Herrington  
Claudia Holland

Tom Johnston  
Laisy Lauramare  
Greg Lowe  
Julia Martinez  
Teresa Pike  
Wanda Prentice  
Phil Sikora  
Peggy Steiner  
Victor Strada  
Myra Vestal  
Myrna Vickery



"Ooh — La — La"



From left, Tom Johnston, Peggy Steiner, Myra Vestal, and Phil Sikora.



Linda Duncan, Producer, at left, and Tina Henault, Director.



The Cast

## PARD HOLDS EMPLOYEE TRAINING SESSION

An extensive three-day training program conducted by the Provider Audit and Reimbursement Department each year to help its 87 employees, half of which are located in the branch offices, improve their job skills was held this past October in the Plan's Jacksonville office.

According to **Don Crossett**, Director of PARD, this annual event has a two-fold purpose: to increase PARD employees' knowledge of the audit and reimbursement functions, and to provide them with an opportunity for self-improvement. Courses offered included a management skills session conducted by George Cassady and Barbara Maginness of the Training and Development Department, an Audit II and III course presented by consultants from

the Blue Cross Association, and to the delight of many, a memory training seminar.

Apparently the memory course was taken to heart by most of those involved because few of those attending the training sessions forgot to attend the Employee Appreciation Banquet held by PARD for their benefit. At this affair a number of awards were presented to PARD employees for their outstanding achievement during the last year. Jose Moussa of the Miami office received the "Director's Award of Excellence," and Michael Myers, out of Jacksonville, was honored with the "Most Outstanding Employee Award." These awards are presented each year to employees who have demonstrated exceptional performance.

## VOLLEYBALL LEAGUE CHAMPIONS



**FIRST PLACE WINNERS:** Front row, from left, Georgette Isenhower, Travis Bullard, and Dee Wetmore. Back row, from left, Dave Foster, Debbie Eason, Pam McDuffie, and George Ragan. Not pictured is Jim Wallace.



**SECOND PLACE WINNERS:** Front row, from left, Bobby Wilson, John Randle, Mike Burlone, and Almeanor Glover. Back row, from left, Jami Friedman, Ronnie Rountree, Laura Rountree, and Linda Blake.

## FLORIDA PLAN SPONSORS EMPLOYEES IN BARNETT CUP RUN

A total of 106 teams representing insurance, banking, military, and many other businesses around Jacksonville participated in the third annual Barnett Corporate Cup Run. This event was held Saturday, November 1, with two teams representing the Florida Plan in the insurance division. The 3.1 mile course began and ended at the YMCA on Riverside Avenue and wound through the downtown area. Placing fifth in their division and 42nd overall were **Ed Keiser, Henry Douglas, George Lewis, and Becky Parker**. **Bob Grant, Bill Dodd, Joann Bobbitt and Dave McAlee** placed tenth and 78th overall.

## SHARING THANKSGIVING WITH OTHERS



Once again the Thanksgiving Basket Drive proved to be successful! The Employees' Club officers from left, Valarie Dexterhouse, Don Boyle, Kubi Keyes, and Thelma Cullipher, turned enough food over to the Division of Family Services to make up baskets for three families.

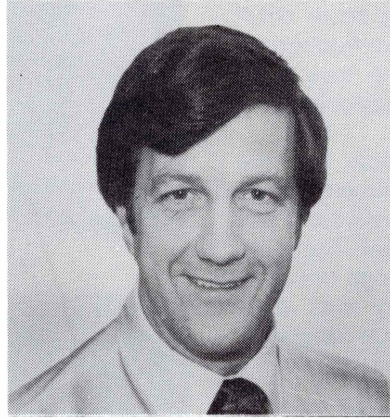


# NOVEMBER ANNIVERSARIES

## 15 Years



Claudia Holland  
Operations

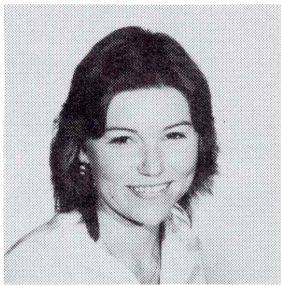


Henry Zittrower  
Med. B Mail Operations

## 10 Years



Linda Brooks  
Subscriber Service



Cathy Callahan  
PARC



Joyce Creighton  
Group Accounting



Ronell Garrett  
Group Accounting



Lois Green  
Centralized Inq.



Patricia Griffin  
Professional Affairs



Sharon Hill  
Subscriber Service



Susie Howell  
Southern Bell Unit



Evonnica Kelly  
Med. B Telecomm.



Jackie Kinnamon  
Special Claims



Cassandra McCollough  
Payroll



Shirley McKinney  
Basic Inquiries



Harriet Parker  
Med. B Telecomm.



Christene Robinson  
Centralized Inquiries

NOT PICTURED (10 Years)  
Virginia Smith  
Medicare A

## 5 Years

Teresa Coffin  
Charles Council, Jr.  
Susan Delaney  
Barbara Greene  
Remell Howard  
Toni Howard  
Johnny Jones  
Michael Mallard  
Dorthell Mason

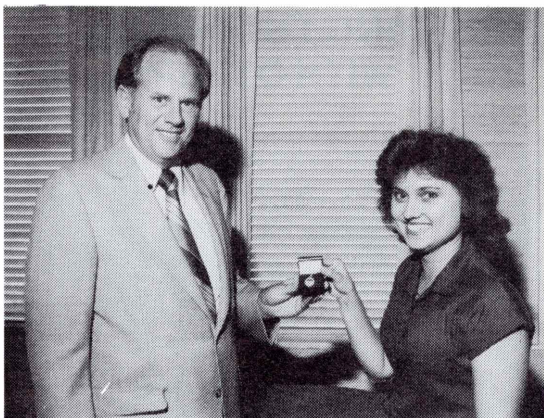
Margaret McClure  
Barbara Ponder  
Maria Quindoza  
Allison Rose  
Mary Tucker  
Mary Utsey  
Sandra White  
Joseph Wynne

Charlene Butler  
Jeff Chastain  
Paula Crews  
Robin Crews  
Patricia Gerry  
Robert Grant  
Yolonda Hazel  
Edward Howard  
Kathy Hurst  
Leanne King  
Sadie Kinsey

## 5 Years (December)

Rita Lloyd  
Gregory Lowe  
Irene Manassa  
Nova Mashburn  
Mazalia McWhite  
Sarah Pollak  
Cleofe Rapadas  
Mary Stallings  
Dan Taylor  
Norma Viana  
Susan Yarborough

## SERVICE AWARDS PRESENTED



*Claudia Holland accepts her 15-year service award, a necklace with two rubies on a crest, from J.D. Lewis, Senior Vice President — Operations. Claudia is secretary to Mr. Lewis and celebrated her anniversary on November 7.*



*Beverly Allen's gold watch with three diamonds on a crest was also presented by J.D. Lewis. Beverly reached her 25-year milestone on October 27 and is a Supervisor in Subscriber Service. Her Director, Jim Gibbons, looks on at right.*

## Profile

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PRODUCTION ASSISTANT  
Erin Christmas

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532 Riverside Avenue  
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